

OUR CIRCULATION IN RICHMOND AND MADISON COUNTY IS EQUAL TO THE COMBINED CIRCULATION OF ALL OTHER COUNTY PAPERS

## Circular Advertising

The man who relies on circular advertising has not stopped to count the cost. Take for instance that he desires to reach 2,500 homes. These circular letters, at the very lowest calculation will cost him \$7.50. If he puts a one-cent stamp on it that would cost \$25. If he puts a two-cent stamp on it, it would cost him \$50. Folding and mailing would cost him \$2.00. The very cheapest grade manila envelope would cost him \$1.50; the total of this would be \$36 if a one-cent stamp is used, and \$61 if a two-cent is used. Experience has proven that a very large number of these letters never reach their destination. Second, a very large number are thrown into the waste basket or thrown without ever being opened. Very few of them reach the homes.

With a newspaper it is different. The paper is taken home. An advertisement in it has the chance of being read by five people composing an average family of five. The paper is lent out to the neighbors and read by another average family of five. You can very easily count on a newspaper having a circulation of 2,500 like this one, reaching at least 3,000 homes and read by the average family of five or 15,000 people each week.

It can readily be seen that the cost of issuing one circular letter would buy between two or three pages of an eight-column paper one issue, or a smaller ad of a quarter of a page could be run for two months consecutively for \$35, which is the cost of the circular with a one-cent stamp, or it could be run for twelve weeks at the cost of a circular with a two-cent stamp.

It won't do to fly into the face of established commercial facts. Successful advertising is not done in spurts. It brings better results when you keep the name steadily before the people even though your advertisement may be a small one. Now is the time to advertise.

## Real Estate Transfers

Daniel Bowman to Charles Branderburg, 350 A. at \$11,852.03  
J. W. Herndon to Chas. D. Lewis, 1 A. \$150  
W. E. Luxon to Chas. D. Lewis, 5 A. \$750  
Wm. Prather to Shelby Anderson, 10 A. at \$100  
Nannie Taylor to Arthur Slotts 58 A. at \$2400  
Shelby Jett to L. N. Whitaker 164 A. \$9,810  
Annie D. Barnes to Geo. Perkins 29 A. at division  
Walter Hockaday to Jas. S. Hockaday, 57 A. at \$1000  
Nannie Carpenter to A. C. Carpenter 250 A. at \$800  
Commissioner to John White 2 A. at \$100  
Commissioner to Flen Crutcher 24 1/2 A. Division  
Commissioner to Mill Crutcher 37 1/2 A. at Division.

## TOWN LOTS

L. P. Evans to F. A. Wade, Richmond at \$800  
Nattie Ballard & c to Annie Wagers Trustee, Richmond at \$2500  
B. L. Hubbard to B. F. Hubbard, Richmond at \$25  
L. P. Evans & c to Joe Kindred, Richmond at \$275  
A. D. Estes to Robt. Burton, Richmond at \$200  
Neville S. Moberley to A. H. Thomas Richmond at \$250

## Runaway Team.

Last Monday morning a team belonging to Evans Tevis ran off and ran into a buggy occupied by Mr. and Mrs. Mat Cornelson at Waco. The tongue of the wagon was pushed through the buggy, going between Mr. and Mrs. Cornelson. They were very much frightened but not injured, although they were thrown from their buggy. The horse ran but was soon stopped. The team was stopped after some difficulty.

## K. of P. Convention Held in Paris.

The District Convention of the K. of P. was held in Paris Thursday night. Several candidates were taken over by the Lexington lodge to have their degrees conferred upon them, and the children of the K. of P. Home in Lexington were taken along and gave a most enjoyable entertainment.

## Kellogg Case Affirmed.

The case of Kellogg & Co. against the L. & N. Railroad from this county, was affirmed in the Court of Appeals Thursday. The case arose from the destruction of the auto truck of Kellogg & Co. near Paint Lick, from a collision with an L. & N. train.

## A TEXAS WONDER

THE Texas Wonder cures kidney and bladder troubles, dissolves gravel, cures diabetes, weak and lame backs, rheumatism and all irregularities of the kidneys and bladder in both men and women. If not sold by your druggist, will be sent by mail on receipt of \$1. One small bottle is two minutes' treatment and seldom fails to produce a cure. Send for testimonials from Dr. F. W. Hall, 222 Olive Street, St. Louis, Mo. Sold by druggists.—Adv.

Old-fashioned New Orleans Molasses at Lackey & Todd's. Phone 62. 7-1f

**WANTED**  
Agent in Richmond to represent the  
**HERALDS OF LIBERTY**  
New plan Life Insurance, which pays if you live and pays if you die. An attractive proposition. For information write  
J. Hampton McCown, Dist. Mgr.,  
Frankfort, Ky.

**Molasses Feed**  
TUXEDO  
F. H. GORDON & CO  
PHONE 93

LUSITANIA  
DEATH TOLL  
NOW 1,153Total of 764 Persons  
Survive Disaster.

115 AMERICANS DEAD

Alfred Vanderbilt and the Hubbards Undoubtedly Lost.

HUNDREDS IN THE SUNKEN SHIP

Effort May Be Made to Blow Up the Hull to Release the Bodies Coffined by the Lusitania, Which Lies Forty Fathoms Below the Surface—One Torpedo Reported to Have Wrought Destruction of the Big Liner—Thrilling Stories Told by Survivors.

London, May 10.—The death list of the Lusitania, obtained from official sources, now stands at 1,153, of whom 115 were Americans.

Out of the total of 1,917 passengers and crew aboard, 764 persons, men, women and children, passengers and crew, are known to have survived, and there are 64 Americans among them. They have reported themselves, or have been reported, and there is just a bare chance that any more will be found alive.

Of the 764 survivors 462 were passengers and 302 crew. Forty-seven of this number are in the hospitals at Queenstown seriously ill, of whom 29 are Americans and 17 are crew. Some of them will die. There are 144 bodies in the morgues at Queenstown and of this number 87 bodies have been identified, 65 from the passenger list and 22 from the crew.

There were 14 additional identifications of the dead at Queenstown, and among those who were established as lost were Charles Plamondon of Chicago, Dr. Orr Jacobus and C. T. Broderrick. The body of Madame Alfred Vanderbilt, wife of the head of the Belgian Red Cross, was also picked out.

**Life Boats Capsize.**

No trace has been found of the body of Alfred G. Vanderbilt nor of Lindon Bates, Jr., Justus Miles Foreman, the writer, nor of Mr. and Mrs. Elbert Hubbard. Survivors who arrived are confident that Mr. Vanderbilt perished.

Another passenger gives some word on the Hubbards. They had come on deck from the saloon after the blow and then turned to go below, apparently to get life belts. The ship went down before they could possibly return. It is the belief of many, confirmed by the reports of admiralty and steamship experts, that the Lusitania herself capsized hundreds of the dead, and there is serious discussion whether an effort shall not be made to blow up the hull in some way to release these bodies. She lies forty fathoms below the surface, which makes it too far down for men to hope to get to her, or to give any aid to her. Explosives, however, can be placed in her, and this may be done.

## SURVIVOR SAW TORPEDO

No Panic Followed the Torpedoing of the Lusitania.

London, May 10.—Among the first survivors to arrive in London was Oliver P. Bernard. He had been in America for six months in connection with a scheme for co-operative opera. His wife is the well known English singer, Muriel Terry Bernard.

Mr. Bernard said he finished luncheon on the Lusitania at a quarter after 2 Friday afternoon and went straight to the veranda cafe, where he leaned upon the starboard rail, looking forward. In a moment he saw something above the smooth surface of the sea, at a distance of from 150 to 200 yards from the ship. At first he thought it was a fish tail, but he noticed the water seething a little around it, and the idea struck him that it might be a periscope. It was then forward of the Lusitania's bows.

The realization of what it actually was had hardly crystallized in his mind when he saw the torpedo start. It made a frothy track until the very moment of impact.

"It seemed to be just trickling along," said Mr. Bernard. "It was hard to attempt to judge the pace of such a thing coming towards one, but it seemed to be traveling about five knots an hour. It was fired just as we came level with the submarine, and struck up between the second and third funnels, under the forward cabin and the bridge. It seemed to me the torpedo must have penetrated clean through. Then a terrific explosion inside blew right up through the four decks, throwing up a great column of dust, water and debris of all kinds. I dashed into the safe just in time, for down came the huge



Also a View of the Saloon of the Liner Lusitania.

mass of water, breaking down the outside awning. Some supposed this was sea water, but that is impossible. It was undoubtedly the contents of the great water tanks taken up by the explosion. I am sure only one torpedo struck the Lusitania. The explosion put out all lights.

"The crew and some of the passengers were now busy with the boats, though these proved of little use. There was no panic. Women and children were given first chance. I saw only one man clamber into a boat before it was lowered. He refused to get out and a sailor struck him twice in the back with an ax. The Marconi operators were working the emergency outfit, the main installation having been put out of gear instantaneously after the torpedo exploded."

Mr. Bernard said that when the Lusitania listed heavily he slipped into the sea and managed to reach a boat.

He concluded: "When the Lusitania went down she caused scarcely any damage, but the water boiled up in great masses in the sea around her, exactly like the Niagara rapids. When the sea became smooth again we could see hundreds of heads and arms of struggling victims on barrels, deck chairs and all the floatam and jettison that had remained of the Lusitania above the water."

## WITHOUT WARNING

German Will Continue to Sink Vessels Carrying Contraband.

New York, May 10.—Dr. Bernhardt Dernburg, the Kaiser's personal representative in this country, announced that the German submarines will continue to sink merchant vessels without warning. Americans will be asked to state Mr. Dernburg, only if they confine their travel to American vessels carrying no contraband. Ships of this country carrying contraband, he said, will be torpedoed exactly as those of England, with the exception that an attempt will be made to give a warning in time for the crew and passengers to escape. "I regret exceedingly," he said, "that American lives have been sacrificed, but I feel that the Germans were entirely justified in sinking a vessel which was carrying war supplies intended for her enemies."

## CAPTAIN TURNER TALKS

Lusitania Not Blown Up by an Internal Explosion.

Queenstown, May 10.—Regarding reports that the Lusitania was blown up by an internal explosion, Captain Turner made this statement: "I have heard that the Germans have already begun to spread the story that an attempt will be made to sink by an infernal machine from the inside. This is absolutely untrue. I saw the periscope of the submarine and saw the torpedo coming toward us through the sea. I watched its course and followed its bubbling wake until it disappeared beneath our counter. You might say I saw the torpedo strike the Lusitania, and the next instant the explosion occurred."

## SAW VANDERBILT ON DECK

New York Millionaire Gave His Life Belt to Young Woman.

London, May 10.—In the course of an interview Thomas Slidell of New York said that Alfred G. Vanderbilt was one of the last persons he saw on the deck of the Lusitania as the ship went down. Mr. Slidell said that Mr. Vanderbilt was standing on the deck of the Lusitania a few feet away from him, that he saw Mr. Vanderbilt take off a life belt he was wearing. He said it about a young woman and walk off in search of another.



(Copyright.)

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## RAID GERMAN SHOPS

Liverpool Mobs Defy Police and Engage in Rioting.

Liverpool, May 10.—Anger against Germany for the torpedoing of the Lusitania burst forth in a riot here. Mobs formed in the streets and raided German-owned shops. Several were literally pulled to pieces by the infuriated rioters, their contents being thrown over the streets. Police strove in vain to subdue the disturbers. Twenty persons were arrested. The remainder of the crowd attempted a rescue and in the fighting which followed the police were forced to use their batons.

## LUSITANIA WAS ARMED

Claim of German Government, Which Issues Official Statement.

Amsterdam, May 10.—The German government issued the following statement regarding the sinking of the Lusitania:

"The Cunard liner Lusitania was torpedoed Friday by a German submarine and sunk. The Lusitania was naturally armed with guns, as were recently most of the English merchant steamships. Moreover, as is well known here, she had large quantities of war materials in her cargo. Her owners, therefore, knew to what danger the passengers were exposed. They alone bear all the responsibility for what has happened. Germany, on her part, left nothing undone to repel and strongly warn them. The imperial ambassador in Washington even went so far as to make a public warning, so as to draw attention to this danger. The English press sneered at the warning and relied on the protection of the British fleet to safeguard Atlantic travel."

When the thirty survivors arrived at Euston station the Americans were met by Ambassador Page and his secretary and attaches, J. R. Carter and I. B. Laughlin. They were there to tender every possible aid to the men and women who came in mostly penniless, all of them in borrowed clothing, some of whom still had their life belts.

Dr. Howard Fisher of New York, who was rescued after being in the water three hours, said that the precautions taken by the Lusitania were not up to the standard. He said: "I do not see how either the Cunard company or the admiralty can hold themselves free from blame for this tragedy. The authorities allowed a great ship, loaded with valuable cargo, to proceed through known dangerous waters without a single torpedo boat as a convoy. I can not say that either discipline or precautions were up to the standard."

Give Elmer Tate a call for anything in his line. Phone 793. 4-1f

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## CHARLES FROHMAN

American Who Lost His Life When the Lusitania Went Down.



(Copyright.)

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## TAKE 2,000 PRISONERS

French Report Successes in Belgium and in France.

Paris, May 10.—The following official communique was issued by the war office:

"The Germans made an attack between Nieport and the sea. The attack was repulsed with heavy loss to the invaders. We have made appreciable progress north of Arras. In the direction of Loos, and south of Carancay. We captured the village of La Targette and half the village of Neuville St. Vaast. Our advance amounts at certain places to two and a half miles. We made more than 2,000 prisoners and took six cannon. In Champagne we repulsed an attack near St. Thomas, on the borders of the Argonne forest."

## FLEE FROM ALL PARTS OF ITALY

Germans and Austrians Hurrying to the Frontier.

Thousands En Route Home

Suspension of the Telephone Service Across the Frontier Announced by the Government—Italian Army of 600,000 Concentrated at Verona and All Infantry Classes Called to the Colors—Tension Grows.

London, May 10.—Austrians and Germans are fleeing from all parts of Italy, according to a dispatch received here. All trains in the direction of the frontier are packed with Teutonic passengers, including merchants and officials. The dispatch continues:

"Special trains have brought 3,000 Germans from Rome, Florence and Bologna en route to Germany. Lugano also is filled with refugees. Notice has been given of the suspension of the telephone service across the frontier and of the suppression of a great many passenger trains. All German and Austrian journalists have left Italy."

"An Italian army 600,000 strong, fully equipped and ready for the field, has been concentrated at Verona. Verona is a fortified Italian city, situated at the base of the Tyrol Alps, twenty-five miles from the frontier of Austria-Hungary."

"A private message from Berlin states that Italy called to the colors all infantry classes from 1876, and that many trains loaded with troops are proceeding to the front."

The Germans were in possession of Hill 60, southeast of Ypres, on May 6, according to an official British statement from the front. There is nothing to indicate that it has been retaken by the allies.

French troops have advanced some two miles over a front of more than four miles, south of Carancay. Berlin announces fresh gains northeast of Ypres, in which two villages, the heights of which command Ypres, were taken.

The Austrian war office asserts that 100,000 Russian prisoners have been made in recent fighting in western Galicia and that Hungary has now been cleared of the invaders.

## CAPTURE 800 BRITISH

Berlin Reports on Operations in Western and Eastern Fields.

Berlin (via London), May 10.—The German army headquarters staff gave out the following official statement:

"During the continuance of our attacks upon Ypres we drove the enemy out of his stronghold. We captured the villages of Prezenberg and Verieranhoek, and took up important positions which command the heights. We took 800 English prisoners, among them sixty officers. French attacks west of Lievin and northeast of the Lorette height failed, with heavy losses for the enemy. Near La Bassée and Vitry we forced an advance of the enemy to land. A partial French attack undertaken with the aid of fog and bombs to the west of Perthes was beaten off by hand grenades."

"In Libau, Russia, we have taken a large stock of war material. Before strong forces composed of all arms, which the enemy has collected before Mitau, our advance divisions sent out against this town are avoiding the enemy. Northeast of Kovno, the railway line between Vilna and Sarie was destroyed after we had wiped out a Russian battalion. Renewed Russian attacks on our positions on the Pilica were repulsed with heavy losses to the enemy."

## At Private Sale.

Residence, the Henry Dillingham house, 9 rooms, 3 acres of land, good large stable with room for 4 horses, big house for two vehicles, coal house, chicken house and all necessary outbuildings. Wm. Devore, Phone 649 and 94, Richmond, Ky. 13-1f

## NO SURPLUS OF TOBACCO

Warehouseman Says Census Report Is Not Alarming.

Lexington, Ky. (Special): W. L. Petty, local tobacco warehouseman, stemmer and broker, stated that the comparative surplus of barley tobacco shown by the semi-annual report of the Tobacco Census Bureau cannot be a market factor.

"A full crop was grown last season which partially accounts for the excess, but the chief cause is the suspension of the export market by reason of the war," he said. "This 32,000,000 pounds will cut no figure in the market. It will not even influence the planting of this crop. Quality considered, the prices have been good this year and I look for a large crop to be put in if plant beds come out."

## NEWMAN TO ENTER PROTEST

Will Object to Certain Parts of Quarantine Order.

Frankfort, Ky. (Special): Commissioner of Agriculture Newman, president of the Live Stock Sanitary Board, called a meeting to be held in Louisville, at which he will protest against the recent order of the federal government relating to the "foot and mouth" disease in Kentucky.

The part of the order to which Newman will protest is that providing that Anderson, Boone, Campbell, Carroll, Fayette, Franklin, Gallatin, Grant, Kenton, Nelson, Owen, Spencer and Trimble counties remain quarantined. He says that there has not been a case of "foot and mouth" disease in any of these counties.

## Protection Is Promised.

Frankfort, Ky. (Special): Replying to a communication from Mrs. Robert F. Stone, of Muhlenberg county, complaining that a neighbor had closed a road leading from her farm to a turnpike, Governor McCreary has notified Mrs. Stone that her interest would be protected by the county and state. A letter similar to the one sent to Governor McCreary by Mrs. Stone was sent to President Wilson.

## Back to Two Cents.

Grafton, W. Va. (Special): All passengers agents of the Baltimore & Ohio railroad in West Virginia have been ordered to sell tickets at 2 cents a mile, and withdraw from the rebate tickets at 2 1/2c. This action came in response to an injunction of A. A. Lilly, attorney-general, and will hold until the litigation between the railroad and the public service commission has been disposed of in the supreme court.

## Hearings Are Ended.

Charleston, W. Va. (Special): The state board of public works has concluded the hearings of the public service corporation on the valuation of their properties for assessment purposes. Hearings were held on roads, electric lines, water power and gas companies, oil and bridges and telephone and telegraph lines were before the board. The assessments will be made later in the year.

## Prisoner in Peril.

Rockport, Ky. (Special): The refusal of county officials to divulge the name of the person arrested in connection with the murder of Thomas Martin, employee of the McHenry Coal company, who was murdered and robbed near here, is believed to be the only thing that is preventing a mob of Ohio county citizens storming the jail and lynching the prisoner. The man was arrested as a suspect.

## Files Phone Complaint.

Frankfort, Ky. (Special): The Flemingsburg Telephone company has filed a complaint with the state railroad commission against the Mayville and Central Kentucky Telephone companies. It is alleged that the companies have refused the Flemingsburg company connections with Cincinnati, Ironton, Ripley and other places.

## Beheaded by Mother.

Stearns, Ky. (Special): Mrs. Lem Murphy, a widow, living near Pineknott, killed her four-year-old child by severing the head from the body with an ax. The woman had been driven insane worrying over her destitute condition. She was taken to Whitley jail.

## Assessments Are Boosted.

Frankfort, Ky. (Special): The state board of equalization has increased the assessment of Allen county five per cent on lands and town lots; increased the assessment of Daviess county four per cent on lands, and increased the assessment of Butler county 10 per cent on lands.

## Life-Term Pardon.

Frankfort, Ky. (Special): Governor McCreary has pardoned Walter Middleton, who was convicted in Hardin county in 1909 of having killed Hiram, former cashier of the Citizens Bank and Trust company, of Ashland, charged with financial irregularities, returned a verdict of guilty. The case will be appealed.

## Thurman

Has nice country Butter at 25 and 30c per pound. Come and see for yourself. 6

**COAL**  
F. H. GORDON & CO.  
PHONE 93